

Message Text

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R 161857Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY LONDON

AMCONSUL MILAN

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

AMEMBASSY THE HAGUE

AMEMBASSY VIENNA

AMCONSUL ZURICH

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E.O. 11652: N/A

TAGS: BEXP, AU, IT, SW, BE, FR, NL, DA, UK, GW, SZ

SUBJECT: ITINERARY OF CHARLES E. JOHNSON, IN-STORE PROMOTIONS

1. CHARLES E. JOHNSON, IN-STORE PROMOTIONS, SPECIAL ACTIVITIES
DIVISION, OFFICE OF INTERNATIONAL MARKETING, WILL VISIT WITH
TOP DEPARTMENT STORE AND MAIL ORDER HOUSE EXECUTIVES IN THE
COUNTRIES SPECIFIED BELOW IN ORDER TO SEEK THEIR PARTICIPATION
IN THE FY 1975 AND 1976 IN-STORE/MAIL ORDER HOUSE PROMITIONS.
JOHNSON WILL DISCUSS NEW CONSUMER GOODS IDEAS AND POSSIBLE PRO-
GRAMS WHICH WILL ENHANCE SALE OF U.S. CONSUMER GOODS IN EUROPE.
COMMERCE REQUESTS APPOINTMENTS BE MADE WITH FIRMS DESIGNATED.
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ADDITIONAL APPOINTMENTS WILL BE LEFT UP TO DISCRETION OF POST.

2. JOHNSON ITINERARY IS AS FOLLOWS:

A. LONDON - ETA 0745 HRS. 9/7, PA 106Y; ETD 9/10, 1800 HRS., BE 046Y. HOTEL RESERVATION NEEDED FOR NIGHTS 9/7 THRU 9. APPOINTMENTS REQUESTED SELFRIDGES, DEBENHAMS, SIMPSONS, FREEMANS (MAIL ORDER-LONDON) AND COMMITTEE OF EUROPEAN MAIL ORDER, 139 CLAPHAM RD., LONDON.

B. PARIS - ETA 1855 HRS., 9/10., BE 046Y; ETD 9/12, 1720 HRS., AF 926Y. HOTEL RESERVATION NEEDED FOR NIGHTS 9/10 THRU 11. APPOINTMENTS REQUESTED AU PRINTEMPS, GALERIES LAFAYETTE, PRIS-UNIC, PARLY II AND LAREDOUTE (MAIL ORDER).

C. BRUSSELS - ETA 9/12, 1815 HRS., AF 926Y. ETD 9/16, 1835 HRS., KL 386Y. HOTEL RESERVATION NEEDED NIGHTS 9/12 THRU 15. APPOINTMENTS REQUESTED GALERIES ANSPACH, G&B ENTERPRISES, AND SARMA.

D. AMSTERDAM - ETA 9/16, 1920 HRS., KL 386Y. ETD 9/18, 2000 HRS., SK 554Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/16 THRU 17. APPOINTMENTS REQUESTED DE BIJENKORF, VROOM & DREES-MAN, C&A BRENNICKMEYER AND TER MUELEN BV (MAIL ORDER).

E. STOCKHOLM - ETA 9/18, 2250 HRS., SK 554Y. ETD 9/20, 1810 HRS., SK 415Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/18 THRU 19. APPOINTMENTS REQUESTED AHLEN & HOLM, N.K. STORES, KOOPERATIVA FORBUNDET, ELLOS POSTORDER AB (MAIL ORDER).

F. COPENHAGEN - ETA 9/20, 1920 HRS., SK 415Y. ETD 9/23, 1855 HRS., SR 405Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/20 THRU 22. APPOINTMENTS REQUESTED MAGASIN DU NORD, ILLUMS, A/S DOELLS VAREHUS (MAIL ORDER).

G. ZURICH - ETA 9/23, 2035 HRS., SR 405Y. ETD 9/25, 1845 HRS., SR 436Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/23 THRU 24. APPOINTMENTS REQUESTED JELMOLI, GLOBUS, EPA, CHARLES VEILLION SA (MAIL ORDER-LAUSANNE).

H. VIENNA - ETA 9/25, 1955 HRS., SR 436Y. ETD 9/28, 1540 UNCLASSIFIED

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HRS., LH 267Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/25 THRU 28. APPOINTMENTS REQUESTED KASTNER & OHLER, MODENMUELLER, GERNGROSS, "FORUM" KAUFHAUS.

I. BONN - ETA 9/28, 1815 HRS., LH 267Y. ETD 10/3, 1925 HRS., LH 288Y. HOTEL RESERVATIONS NEEDED NIGHTS 9/28 THRU 10/2. APPOINTMENTS REQUESTED HERTIE, HORTONS, NECKERMANN, HADEKA, KARSTADT, KAUFHOF, KAUFHALLE, QUELLE (MAIL ORDER-FURTH), BREUN-

INGER.

J. MILAN - ETA 10/3, 2140 HRS., LH 288Y. ETD 10/4,
1145 HRS., TW 843Y. HOTEL RESERATIONS NEEDED NIGHT 10/3.
APPOINTMENTS REQUESTED LA STANDA, RENISCENTE.
KISSINGER

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